

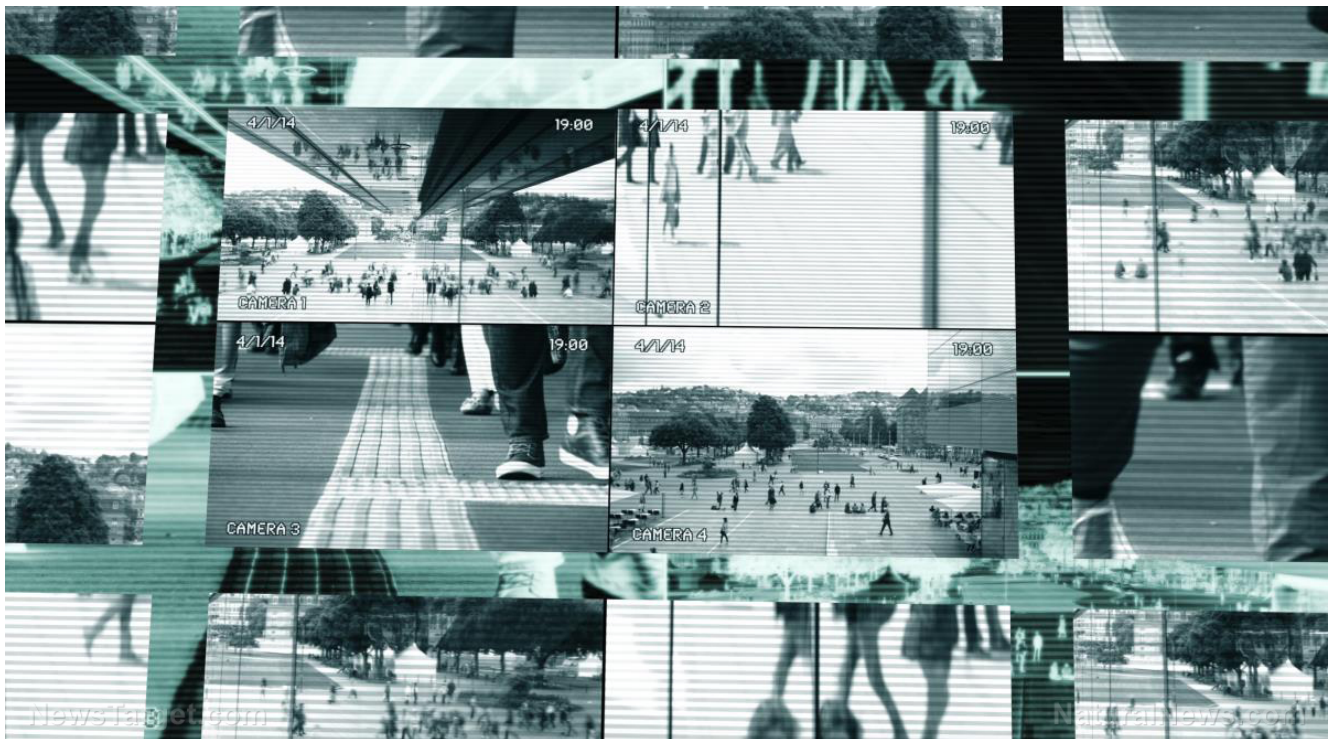
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Morrisons supermarket chain launches ROBOCOP CCTV CAMERAS, making customers “feel like criminals”

01/15/2024 // Olivia Cook // Views



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Morrisons, one of the largest supermarkets in the U.K., has come under fire for launching "Robocop" CCTV cameras. Customers and shoppers accuse the supermarket giant of making them "feel like criminals."

A Morrisons spokesperson said the four-legged remote control devices called Safer Pod S1s are equipped with 360-degree HD (high density) cameras and a state-of-the-art 120 dB siren system to alert against thieves. (Related: [Major retailers cite RETAIL THEFT as justification for using AI-powered surveillance in stores.](#))

These solar panel battery-powered safety devices are operated by a control room via an app and [can be moved around the supermarket's high-risk areas](#), such as alcohol aisles, as part of the company's initiative to tackle a rise in shoplifting experienced by the food businesses as well as ensure the physical and mental safety of their staff.

According to the U.K.'s *Office of National Statistics*, Morrisons is the first supermarket to use free-standing camera devices. It comes at a time when shoplifting rose by 25 percent last year.

"There is no doubt that cameras do have a deterrent effect and we are supportive of such measures aimed at reducing violence, threats and abuse at work," said Union of Shop, Distributive and Allied Workers (USDAW) General Secretary Paddy Lillis.

"To act as a deterrent to would-be attackers, the public must be fully aware they are in use and there must be a police response where incidents do occur. Retail staff are an important part of our communities, their role must be valued, respected and protected," Lillis added.

Last year, the supermarket giant unveiled several [measures to tackle the surge in retail crime](#), including the introduction of optional staff-worn body cameras across 25 store branches and a fleet of CCTV vans in the store parking lots. (Related: [Retailers lost \\$112B in 2022 because of "unprecedented levels" of THEFT, causing stores to take drastic measures.](#))

Morrison shoppers took to social media to voice their sentiments

The supermarket giant placed the devices in a handful of stores over Christmas as part of a trial. A Safer Pod S1 was recently spotted in one store stationed next to premium whisky with a message that read: "We're keeping an eye on things to keep your store safe."

The camera was spotted by Mark Powlett of Redditch, Warwickshire, who [compared the new security system](#) to the cyborg law enforcer in the 1987 film "RoboCop."

Fuming, he wrote on X: "Wow Morrisons, how welcoming Robocop feels. I'm typing this as I wait for the one member of staff covering all the self-service tills. I'm also being filmed there because actually paying staff to work when you can just make customers feel like criminals is lovely isn't it?"

"I noticed one of these in my local Morrison's before Christmas," one person replied to Powlett's social media post.

"In my local Morrisons, the alcohol is now in locked glass cabinets and you have to have a member of staff get it out for you - totally bizarre," wrote another.

Other Morrisons customers and shoppers have also claimed the supermarket's devices and gadgets make them "feel like criminals" in [their Facebook accounts](#).

Morrisons is currently [reviewing the results of its trial](#).

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Watch the following video about [Morrisons Supermarket now in policing role](#).

This video is from the [Daily Videos channel on Brighteon.com](#).

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[RetailGazette.co.uk](#)

[Express.co.uk](https://www.express.co.uk)

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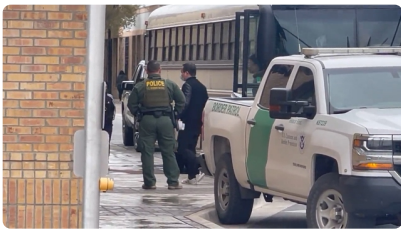
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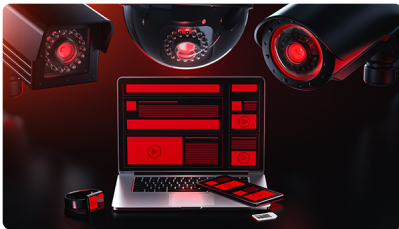
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